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FORGET THE TRIP TO THE LOCAL VIDEO STORE BY 2000, WE'LL USE A TELEPHONE'S FIBER OPTIC CABLE TO RECEIVE LATEST HITS

FAX machines and electronic invoices are in. High Definition Television may not be.

"It is safe to predict that before the mid-'90s, the FAX will be as ubiquitous as the telephone," says Joseph Martino, associate editor of the quarterly journal, Technological Forecasting and Social Change, and a senior research scientist in the University of Dayton Research Institute.

Although researchers have ballyhooed High Definition Television, predicting that a combination TV, computer and video telephone will be in households by the year 2000, Martino is not optimistic.

"The TV and the computer will have high definition screens. Even the telephone might have one. However, these devices will always remain separate so one person can watch TV while another uses the phone and a third balances the checkbook," he said. "It will be possible to connect these units together. Instead of renting a videotape, you'll call the store, which will transmit it to your TV over the phone's fiber optic cables."

Other predictions for the '90s? Electronic Data Interchange for electronically transmitting invoices and purchase orders will eliminate paperwork. Flat screen displays will replace picture tubes: "Almost certain are portable TVs with full-size screens but thin as a book."

For interviews, contact Joe Martino at (513) 229-3036 or 492-0160.

1989 MARKS 50TH ANNIVERSARY OF COMPUTER, JET ENGINE'S INVENTION; UD RESEARCHER SAYS TODAY'S CLIMATE LESS "HOT" FOR TECHNOLOGICAL ADVANCES

Aah, 1939. It was a very good year. Not for vintage wine, however, but for inventions. Televisions, computers and jet-powered flight all were invented in 1939, because people "took risks that they simply aren't willing to take today," according to Dale Whitford, director of the aerospace mechanics division of the University of Dayton Research Institute (UDRI).

"We've become a very affluent society," said Whitford, who organized a 50th anniversary celebration in August to honor Hans von Ohain, a senior research engineer in UDRI and Britain's Frank Whittle, co-inventors of jet-powered flight. "We've become so enamored with the bottom line that there isn't the risk taking that there used to be."

Whitford points to the old cliché about necessity being the mother of invention for having spurred so many developments in 1939, when the Depression was at its peak. Lack of risk taking by American firms frustrates Whitford and some of his UD colleagues, who are actively working in "technology transfer"--bringing the results of research to the marketplace.

For media interviews, contact Dale Whitford at (513) 229-4235.



The University of Dayton

For further information or assistance in scheduling interviews, contact Office of Public Relations, (513) 229-3241.